

Previous to the great depression Cadillac was just another mid-priced luxury car in a burgeoning sea of competitors. In the late 1920's the general manager of GM, Lawrence Fisher, leaked to the press that they were working on a V12 to beat their main competitor Packard's V12. In all actuality, the V-16 engine had been in

up the "unsightly" components of the engine. The wiring was hidden under covers accented by cloisonné knobs. It was painted in black enamel with a brushed aluminum raised pattern on the valve covers. A false firewall concealed the necessary wiring and plumbing from view, and the fuel lines were plated. Cadillac also became the

first manufacturer to develop and use overhead valve hydraulic lifters. The hydraulic actuated bushing on the rocker arm would keep the arm in contact with the valve tip to eliminate the extra mechanical noise for a significantly quieter idle and ride. The V16 has a 3-speed synchromesh transmission. The new Cadillac V16 was quieter than a Peerless, had a higher top speed than a Packard, and more horsepower than a Pierce-Arrow. The higher 165 BHP was due to using a cast iron block with an aluminum crank case. The higher horsepower was required to get these monstrous beauties moving, with a curb weight over 6000 lbs. This engineering marvel could get all the way up to 80-100 mph, which was an absolute ludicrous speed at the time. Almost all of the V16s that were produced from 1930-1933 were built per customer order according to a customized build sheet.

This 1931 Coach Sill Coupe Convertible (Style #4235, body, #91 Engine #702807) was built specifically to be showcased in the 1931 Chicago Auto Salon. The beauty we see here is that exact V16. She was delivered to



The V-16 purrs as George drives the car out for it's photo shoot

secret production under the watchful eye of Owen Nacker, the lead development engineer for GM since 1926. The industry was astonished when the first ever V16 made her official debut at the January 1930 New York Automobile Show.

The early 30's were troubling times. America was in the midst of the great depression, the dustbowl was decimating the Midwest, and unemployment was 16% and rising. At the time, the V16 cost at least ten times the average car. It was a shining beacon of prosperity and opulence amid the desolate times.

The V16 was the first engine to be designed not just for power and performance, but for beauty and elegance. Cadillac knew what their elite customer base wanted. This was the first engine build of its type to cover



George Ferrell and his 1931 Cadillac Coach Sill Convertible



The Cadillac and the 1931 Chevrolet convertible share many styling cues





Looks great from any angle

the Chicago show from the production line on November 30th 1931.

Pat Carr, of Casper Wyoming, owned the Grand Central Hotel in Casper, along with oil holdings in Texas, and a considerable stake in the gambling and redlight districts in Deadwood, South Dakota. He saw this enchanting engineering marvel at the Chicago Auto Salon, and purchased her straightaway. Pat later gave the car to his son who drove the car to Texas a few times. Somehow, this V16 found her way to a Mr. Dolph. His garage was based out of Goose Egg Springs just Southwest of Casper; he was a self-styled mechanic who could repair anything. Mr. Dolph unfortunately stored this brilliant specimen on blocks, before and during WWII.

After WWII ended, Oscar Annis of Alcova, Wyoming purchased this V16 from Mr. Dolph and in 1947 had the top replaced and had a full repaint done on it. Oscar used this car on his ranch as much as he used it to drive to

town. Around 1965, after almost 20 years of life on the ranch, Arvin Martensen bought the V16 from Oscar. Arvin owned Antique Auto House in Loveland, Colorado. Early in 1969, John Bergquist acquired the Antique Auto House and assets, including the 1931 V16 Cadillac Coupe Convertible. Later on in 1969 John Bergquist sold the V16 to Lawton Clark of Amarillo, Texas. Then in 1976 "Cadillac" Jim Pearson, a well-known early Cadillac restorer, bought the V16 from Lawton. Jim sold the V16 to Dick Gold of Minnesota right around 1985. Dick was a past president of the Classic Car Club of America and enjoyed collecting early model Cadillacs.

Finally, in 1990 George and Dianne Ferrell of Loveland, Colorado saw this V16 and knew they had laid their eyes on something special that they absolutely had to have. After just a bit of haggling back and forth with Dick Gold they got the car! After enjoying the Cadillac a few years, George

and Dianne decided to get the Cadillac painted, and they knew who to go to. George was close personal friends with "Cadillac" Jim Pearson, the leading expert in early model Cadillacs - especially the V16. It started with a paint job, and evolved into a full scale concours quality restoration. During restoration progress, Cadillac Jim passed away. After his passing, Jim's protégé, Sonny Elliott, who worked with Jim since he was 17, took over the restoration with Jim's son Jeff. Sonny and Jeff are now the top experts regarding these early model Cadillacs. This V16 has been through the entire concours quality restoration process, so she looks exactly as she did when she rolled out onto that show floor in Chicago back in 1931. She has a strong history and is number matching factory original, according to the Cadillac build sheet from the GM historical services archives. "Cadillac" Jim, Sonny, and Jeff undertook the complete restoration of the Cadillac in Kansas City, Kansas and

rey, California in August of 2020. Hope to see you there! 🐾



Grill V-16 Emblem



Trip lights turn with the wheels



Beautiful hood ornament



Spotless interior



The V-16





Oil can provided



Below—1931 and 1932 cadillac V-16 ads



THE SPORTSMAN

SIXTEEN CYLINDERS

For the most highly individualized of all motor cars, Cadillac has designed a super-chassis, so that the full potentialities of power and speed may be enjoyed as never before.

CADILLAC MOTOR CAR COMPANY DIVISION OF GENERAL MOTORS

Cadillac's introduction of multi-cylinder motoring is one of the greatest and most fundamental advancements for which this corporation has ever been responsible. In fact, it has resulted in a complete change in the local conception of how luxurious a motor car can be. The finest embodiment of the multi-cylinder principle is found in the Cadillac V-16—a car so markedly advanced from every standard that only those who have driven it can appreciate how truly exceptional it is. May we suggest, therefore, that you take this car for an extensive demonstration?

CADILLAC V¹⁶

